

ORDER

Orders
Order / Rev: 1308314
Alt Order #: 08405734
Product Desc: CERETTO ST ASSEMBLY
Estimate:
Flight Dates: 09/30/16 - 10/06/16
Original Date / Rev: 09/29/16 / 09/29/16
Order Type: Political

Primary AE: Jim Quinn
Sales Office: T-PHI
Sales Region: NAT

Agency Name: Mark Guma Communications/ POL
Buying Contact:
Billing Contact:
 211 West 107th Street
 New York, NY 10025

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Ceretto for State Assembly / POL
Demographic: A35+
Product Codes: PL-State Representative
Priority: P04-GB
Revenue Codes: AGY, (POL) Political, (POL) Candidate

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID: 107679
Agency External ID: 29260AG
Unit Code: General

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/26/16	10/06/16	51	\$22,495.00	\$19,120.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2016	51	\$22,495.00	\$19,120.75	0.00
Totals	51	\$22,495.00	\$19,120.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
WGRZ	33%	\$22,495.00
Market	100%	\$68,166.67

Competitive Share

Competitive Share	Share	Total
CABL	0%	\$0.00
CABLE	0%	\$0.00
UNKWN	0%	\$0.00
WIVB	35%	\$23,858.33
WKBW	21%	\$14,315.00
WNED	0%	\$0.00
WNEQ	0%	\$0.00
WNGS	0%	\$0.00
WNLO	0%	\$0.00
WNYB	0%	\$0.00
WNYO	0%	\$0.00
WUTV	11%	\$7,498.33

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WGRZ	10/03/16	10/06/16	Local News @ 5a M-F	CM	5-6a	MTWT---	:30	3	\$315.00	P03-F	0.00	NM	3	\$945.00
EARLY DAYBREAK															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/03/16	10/09/16	MTWT---					3	\$315.00		0.00			
E 2	WGRZ	10/03/16	10/06/16	Today Show	CM	Today Show	MTWT---	:30	3	\$400.00	P03-F	0.00	NM	3	\$1,200.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
TODAY SHOW Today Show TODAY SHOW <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/03/16 10/09/16 MTWT--- 3 \$400.00 0.00															
E 3	WGRZ	10/01/16	10/01/16	Local News @ 7a Sa Local News @ 7a Sa	CM	Local News @ 7a	-----S-	:30	1	\$225.00	P04-C	0.00	NM	1	\$225.00
SATURDAY TODAY <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/26/16 10/02/16 -----S- 1 \$225.00 0.00															
E 4	WGRZ	10/02/16	10/02/16	Local News @ 630a Su Local News @ 630a Su	CM	630-7a	-----S	:30	1	\$150.00	P04-C	0.00	NM	1	\$150.00
EARLY DAYBREAK SUNDAY <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/26/16 10/02/16 -----S 1 \$150.00 0.00															
E 5	WGRZ	10/03/16	10/06/16	Today Show 2 Today Show 2	CM	9-10a	MTWT---	:30	3	\$225.00	P03-F	0.00	NM	3	\$675.00
TODAY SHOW 2 <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/03/16 10/09/16 MTWT--- 3 \$225.00 0.00															
E 6	WGRZ	10/03/16	10/06/16	Today Show 3 Today Show 3	CM	10-11a	MTWT---	:30	3	\$185.00	P03-F	0.00	NM	3	\$555.00
TODAY SHOW 3 <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/03/16 10/09/16 MTWT--- 3 \$185.00 0.00															
E 7	WGRZ	10/03/16	10/06/16	Local News @ 11a M-F Local News @ 11a M-F	CM	11-1130a	MTWT---	:30	2	\$210.00	P02-F	0.00	NM	2	\$420.00
CHANNEL 2 NEWS MIDDAY <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/03/16 10/09/16 MTWT--- 2 \$210.00 0.00															
E 8	WGRZ	10/03/16	10/06/16	TD Jakes 2-3p TD Jakes 2-3p	CM	TD Jakes 2-3p	MTWT---	:30	4	\$50.00	P04-C	0.00	NM	4	\$200.00
TD JAKES <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/03/16 10/09/16 MTWT--- 4 \$50.00 0.00															
E 9	WGRZ	10/03/16	10/06/16	Dr. Phil 3-4p Dr. Phil	CM	258P-4P	MTWT---	:30	2	\$280.00	P03-F	0.00	NM	2	\$560.00
DR. PHIL <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/03/16 10/09/16 MTWT--- 2 \$280.00 0.00															
E 10	WGRZ	09/30/16	09/30/16	Ellen 4-5p Ellen	CM	359P-5P	----F--	:30	1	\$350.00	P03-F	0.00	NM	1	\$350.00
ELLEN <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/26/16 10/02/16 ----F-- 1 \$350.00 0.00															
E 11	WGRZ	10/03/16	10/06/16	Ellen 4-5p Ellen	CM	359P-5P	MTWT---	:30	2	\$350.00	P03-F	0.00	NM	2	\$700.00
ELLEN <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/03/16 10/09/16 MTWT--- 2 \$350.00 0.00															
E 12	WGRZ	10/03/16	10/06/16	Local News @ 5p M-F Local News @ 5p M-F	CM	5-530p	MTWT---	:30	3	\$700.00	P03-F	0.00	NM	3	\$2,100.00
CHANNEL 2 NEWS FIRST AT 5 <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/03/16 10/09/16 MTWT--- 3 \$700.00 0.00															
E 13	WGRZ	10/03/16	10/06/16	Local News @ 530p M-F Local News @ 530p M-F	CM	530-6p	MTWT---	:30	3	\$700.00	P03-F	0.00	NM	3	\$2,100.00
CHANNEL 2 NEWS AT 530P <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/03/16 10/09/16 MTWT--- 3 \$700.00 0.00															
E 14	WGRZ	10/03/16	10/06/16		CM	6-630p	MTWT---	:30	3	\$980.00	P03-F	0.00	NM	3	\$2,940.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Local News @ 6p M-F											
				Local News @ 6p M-F											
				CHANNEL 2 NEWS AT 6											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/03/16	10/09/16	MTWT---					3	\$980.00		0.00			
E 15	WGRZ	10/01/16	10/01/16	Local News @ 6p Sa	CM	6-630p	-----S-	:30	1	\$560.00	P03-F	0.00	NM	1	\$560.00
				Local News @ 6p Sa											
				CHANNEL 2 NEWS WEEKEND SAT											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/26/16	10/02/16	-----S-					1	\$560.00		0.00			
E 16	WGRZ	10/02/16	10/02/16	Local News @ 6p Su	CM	6-630p	-----S	:30	1	\$400.00	P04-C	0.00	NM	1	\$400.00
				Local News @ 6p Su		(6:00 PM-6:30 PM)									
				CHANNEL 2 NEWS WEEKEND SUN											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/26/16	10/02/16	-----S					1	\$400.00		0.00			
E 17	WGRZ	09/30/16	09/30/16	NBC Nightly News	CM	630-7p	----F--	:30	1	\$1,125.00	P02-F	0.00	NM	1	\$1,125.00
				NBC Nightly News											
				NBC NIGHTLY NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/26/16	10/02/16	----F--					1	\$1,125.00		0.00			
E 18	WGRZ	10/03/16	10/06/16	NBC Nightly News	CM	630-7p	MTWT---	:30	1	\$1,125.00	P02-F	0.00	NM	1	\$1,125.00
				NBC Nightly News											
				NBC NIGHTLY NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/03/16	10/09/16	MTWT---					1	\$1,125.00		0.00			
E 19	WGRZ	10/03/16	10/06/16	ET 7-730p	CM	7-730p	MTWT---	:30	2	\$585.00	P02-F	0.00	NM	2	\$1,170.00
				Entertainment Tonight											
				ENTERTAINMENT TONIGHT											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/03/16	10/09/16	MTWT---					2	\$585.00		0.00			
E 20	WGRZ	09/30/16	10/01/16	LN (M-Su)	CM	11-1135PM-F&SU	----FS-	:30	1	\$575.00	P03-F	0.00	NM	1	\$575.00
				Late News											
				CHANNEL 2 NEWS AT 11											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/26/16	10/02/16	----FS-					1	\$575.00		0.00			
E 21	WGRZ	10/03/16	10/06/16	LN (M-Su)	CM	11-1135PM-F&SU	MTWT---	:30	3	\$575.00	P03-F	0.00	NM	3	\$1,725.00
				Late News											
				CHANNEL 2 NEWS AT 11											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/03/16	10/09/16	MTWT---					3	\$575.00		0.00			
E 22	WGRZ	09/30/16	09/30/16	Late Night	CM	1235a-137x	----F--	:30	1	\$95.00	P04-C	0.00	NM	1	\$95.00
				Late Night											
				LATE NIGHT WITH SETH MEYERS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/26/16	10/02/16	----F--					1	\$95.00		0.00			
E 23	WGRZ	10/03/16	10/06/16	Late Night	CM	1235a-137x	MTWT---	:30	3	\$95.00	P04-C	0.00	NM	3	\$285.00
				Late Night		(12:35 XM-1:35 XM)									
				LATE NIGHT WITH SETH MEYERS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/03/16	10/09/16	MTWT---					3	\$95.00		0.00			
E 24	WGRZ	10/01/16	10/01/16	Sat Prime A	CM	8p-9p	-----S-	:30	1	\$300.00	P04-C	0.00	NM	1	\$300.00
				Sat Prime A											
				DATELINE SATURDAY MYSETERY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/26/16	10/02/16	-----S-					1	\$300.00		0.00			
E 25	WGRZ	10/02/16	10/02/16	NFL Su FB Night in America	CM	Sunday	-----S	:30	1	\$615.00	P04-C	0.00	NM	1	\$615.00
				Football Night in America											
				FOOTBALL NIGHT IN AMERICA											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/26/16	10/02/16	-----S					1	\$615.00		0.00			
E 26	WGRZ	10/02/16	10/02/16	NFL Regular Seas	CM		-----S	:30	1	\$1,400.00	P04-C	0.00	NM	1	\$1,400.00

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Product Desc: CERETTO ST ASSEMBLY
Estimate: WGRZ

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				NFL Su Night Game											
				NFL Regular Season											
				NFL - KANSAS/PITTSBURGH											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week: 09/26/16		10/02/16		-----S		1			\$1,400.00			0.00			
													Totals	51	\$22,495.00

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☐ **FEDERAL CANDIDATE**☒ **STATE/LOCAL CANDIDATE**

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location:

WGRZ Buffalo, NY

Date:

9-29-2016

I, MARK GUMAbeing/on behalf of: JOHN CERETTO, a legallyqualified candidate of the DEMOCRATIC politicalparty for the office of: STATE ASSEMBLYin the GENERALelection to be held on: NOV. 8, 2016

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
	AS ORDERED				

Total Charges:

\$19,120.75 Net

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

FRIENDS OF JOHN CERETTO

and you are authorized to announce the time as paid for by such person or entity.

I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

~~THOMAS~~ THOMAS DEAL

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

To Be Signed By Candidate or Authorized Committee

9/29/16

Date

Mark G.

Signature

To Be Signed By Station Representative

☐

Accepted

☐

Accepted in Part

☐

Rejected

Signature

Printed Name

Title